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Set	Items	Description
S1	661	AU='ARAI M':AU='ARAI M.NEEDLER-'
S2	4	AU='ARAI MASA'
S3	411	AU='ARAI MASATOSHI':AU='ARAI MASATOSHI CALSONIC KANSEI CORPORATION'
S4	9	AU='ARAI MASATOSHI CALSONIC KANSEI CORPORATION':AU='ARAI MASATOSHI SILICONE ELECTRONICS MAT RES'
S5	1201	AU='ARAI, M':AU='ARAI, M.R.'
S6	0	AU='ARAI, MASATOSHI'
S7	6	AU='MASATOSHI A'
S8	3	AU='MASATOSHI ARAI'
S9	1	AU='MASATOSHI, A.'
S10	37	AU='KITAGAWA E':AU='KITAGAWA EIICHI'
S11	39	AU='KITAGAWA EIJI':AU='KITAGAWA EIJU'
S12	27	AU='KITAGAWA, E.':AU='KITAGAWA, EIICHI'
S13	0	AU='KITAGAWA, EIJI'
S14	8	AU='EIJI K'
S15	1	AU='EIJI KITA'
S16	2	AU='EIJI, K.'
S17	2405	S1:S16
S18	1172	S17 FROM 347,348,349,350,371
S19	19	IC=G06F-017?
S20	19	S18 AND S19
S21	7	ADVERTISING?
S22	3	AUCTION?
S23	4	S20 AND (S21 OR S22)
S24	10	ADVERT?
S25	4	S20 AND (S22 OR S24)
S26	4	IDPAT (sorted in duplicate/non-duplicate order)
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S28	1233	S17 NOT S18
S29	1	S28 AND (S22 OR S24)
S30	3	S27 OR S29

30/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2005 Thomson Derwent. All rts. reserv.

014496410 \*\*Image available\*\*  
WPI Acc No: 2002-317113/200236  
XRPX Acc No: N02-248258

**Digital contents advertisement display system for digital TV  
broadcasting, corrects advertisement tenant in contents functioning as  
advertising medium, with respect to the highest bidding sponsor**  
Patent Assignee: FUJITSU LTD (FUIT ); ARAI M (ARAI-I); KITAGAWA E (KITA-I)  
Inventor: **ARAI M ; KITAGAWA E**  
Number of Countries: 028 Number of Patents: 003  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1168210	A1	20020102	EP 2000311434	A	20001220	200236 B
US 20020002525	A1	20020103	US 2000736374	A	20001215	200236
JP 2002015217	A	20020118	JP 2000198544	A	20000630	200236

Priority Applications (No Type Date): JP 2000198544 A 20000630

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1168210	A1	E	22	G06F-017/60	
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR					
US 20020002525	A1			G06F-017/60	
JP 2002015217	A		12	G06F-017/60	

**Digital contents advertisement display system for digital TV  
broadcasting, corrects advertisement tenant in contents functioning as  
advertising medium, with respect to the highest bidding sponsor**  
Inventor: **ARAI M ...**

**... KITAGAWA E**

Abstract (Basic):

... An **advertisement** tenant bidding unit (2) allows a sponsor to bid for an **advertisement** tenant included in contents distributed to sponsors. A determining unit (3) determines the sponsor that has the highest bid rate. A contents creation unit (4) corrects **advertisement** tenant based on the request from that sponsor. A contents distributor (5) distributes corrected contents which function as an **advertising** medium.

... a) Computer readable recording medium storing contents **advertisement** display program...

...b) Content **advertisement** display program...

...In Internet and digital TV broadcasting for providing **advertisement** for **advertisement** tenant such as car and artificial creature, within the distributed digital contents such as games...

...Allows an **advertisement** sponsor and a contents creator to directly deal with each other using this **auction** technique, with reduced **advertising** cost. Contents distributor realizes an appropriate income for the **advertisement**. The bidding price of an **advertisement** sponsor is earmarked for a part of the distribution fee of the contents such that...

...The figure shows the block diagram of the digital contents  
advertisement digital system using auction .

... **Advertisement** tenant bidding unit (2)  
...Title Terms: **ADVERTISE** ;  
International Patent Class (Main): **G06F-017/60**

**30/3,K/2** (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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014408422 \*\*Image available\*\*  
WPI Acc No: 2002-229125/200229  
XRPX Acc No: N02-176101

**Three-dimensional interactive game system for advertising system, assigns  
three-dimensional polygon data to characters for replacing object in  
interactive game**

Patent Assignee: FUJITSU LTD (FUIT )  
Inventor: **ARAI M** ; MURAKAMI K  
Number of Countries: 028 Number of Patents: 003  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1134009	A2	20010919	EP 2000310558	A	20001129	200229 B
JP 2001246170	A	20010911	JP 200061996	A	20000307	200229
US 20040248649	A1	20041209	US 2000716212	A	20001121	200481
			US 2004878232	A	20040629	

Priority Applications (No Type Date): JP 200061996 A 20000307

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1134009	A2	E	29	A63F-013/10	
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR					
JP 2001246170	A		20	A63F-013/12	
US 20040248649	A1			G06F-017/00	Div ex application US 2000716212

Inventor: **ARAI M** ...

**30/3,K/3** (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2005 Institution of Electrical Engineers. All rts. reserv.

7058013 INSPEC Abstract Number: B2001-11-6210R-017, C2001-11-6130M-007

**Title: New services in the age of broadband-interactive  
commercial/multimedia information retrieval**

Author(s): **Arai, M.** ; Shiitani, S.

Journal: Fujitsu vol.52, no.4 p.285-91

Publisher: Fujitsu,

Publication Date: 2001 Country of Publication: Japan

CODEN: FUJTAR ISSN: 0016-2515

SICI: 0016-2515(2001)52:4L:285:SBIC;1-V

Material Identity Number: D926-2001-004

Language: Japanese

Subfile: B C

Copyright 2001, IEE

Author(s): **Arai, M.** ; Shiitani, S.

...Abstract: communicates with customers to acquire customer profiles. Then, based on these profiles, the system displays **advertisements** that fit each customer's interests. To attract customers, the character simulates autonomous behavior in...

...Identifiers: **advertisements** ;